



Co-funded by the  
Erasmus+ Programme  
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 Linnæus University  
Sweden

## “ICU-Knowledge Triangle, Innovation: Reinforcing of Education- Research E-Health & Medical Links.”

### **DISSEMINATION PLAN & IMPLEMENTATION**

“It is fundamental that your dissemination plan is **realistic** and **relevant** to the size and scope of the project that you plan to deliver.” Keep in mind that dissemination is needed to:

- **raise** awareness;
- **extend** the impact;
- **engage** stakeholders and target groups;
- **share** solutions and know how;
- **influence** policy and practice;
- **develop** new partnerships.

Overall, the dissemination plan presented in the application is efficient. The project’s dissemination strategy is detailed and comprehensive, ensuring high quality dissemination of the project results

•It is interesting and positive that all the dissemination material are available in English and Arabic., this will contribute positively to the effectiveness of the dissemination and exploitation of the project results.

•Administrative and institutional sustainability is well addressed, with a good degree of organization.

Dissemination of project’s activities & results will be through developing & updating a homepage & facebook page for the project & web platform. Communication officer from each partner will hold meetings etc

## **KEY ELEMENTS OF OUR DISSEMINATION PLAN ARE**

- 1. Purpose**
- 2. Audience**
- 3. Message**
- 4. Methods**
- 5. Timing**

## **SOME OF OUR PROJECT DISSEMINATION ACTIVITIES:**

1. project websites;
2. disseminate of our project on partners website
3. meetings and visits to key stakeholders;
4. dedicated discussion opportunities such as information sessions, workshops, (online) seminars, training courses, exhibitions, demonstrations, or peer reviews;
5. targeted written material such as reports, articles in specialised press, newsletters, press releases, leaflets or brochures;
6. audiovisual media and products such as radio, TV, YouTube, Flickr, video clips, podcasts or apps;
7. social media;
8. public events;
9. project branding and logos;
10. existing contacts and networks.

### **In short,**

1. Dissemination materials, project homepage & Facebook page developed & updated + centres' are functional.
2. Organizing open days & annual Info days in PCs will insure dissemination at the regional level.
3. Also, holding awareness workshops at the occasion of centres' launching & regular meetings with health sector partners will achieve the WP objectives nationally.
4. Printing & publishing of conducted studies & the projects' achievement & printing teaching/training materials in partner countries.

## **Implementation**

Workpackage 6: Dissemination plan and implementation and follow up:

WP leader:

AZHU (14)

WP co-leaders:

10 Alexandria University (AU)

11 British University in Egypt (BUE)

16 Assiut University (ASU)

15 Sinai University SU

**Activities of this work package are needed to be all over the project life time and theater.**

1- Design formal Logo for the project

2- Define the formal title or the certificates, courses, diploma

1,2 are needed, so we can use it in the dissemination materials as power point presentation, newsletter, notebook, et c.

3- Prepare and implement the material that each partner University will add in the University webpage.

4-Prepare and implement project Website

5-Prepare and implement Facebook page for the project with regular feed of project activities

6- Prepare and use presentation to be disseminate in the national and international conferences, congress and related scientific meeting.

7- Prepare newsletter (3) months to be online / print to be distributed through emails, project webpage, webpage of participated Universities and previous project webpages as Egyptian neonatal safety training network. Also distribute during congress/conferences and ICU project training workshops.

8- Prepare and print brochures, leaflets to be distributed during the conferences, meetings and official visits.

9- Prepare banners / roll up with related logos (Erasmus +, PI and all partner) to be used in workshops.

10- Prepare pins, pen, trophy, bags and notebooks with project logo to be used during project related workshops and annual meetings.

11- Visit and meet relevant stakeholders, non-partner's departments or non-Universities partner's, related medical or informatics or engineering societies for dissemination and awareness.

12- Advertising in the local, national, international Newspaper

13-Prepare material for TV awareness

14- Arrange annual ICU project scientific meeting in partner country and invite related stakeholders from partners and non-partners

15- Prepare demonstration videos and disseminate through youtube.

16- Publish educational booklet from the project outcomes

17- Arrange for Media interviews

18. Conduct a summer school/ conference having training of required stakeholders

19. Involve stakeholders in various events

20. conduct hackathons on specific topics of the project

<b>First year</b>	<b>Second year</b>	<b>Third year</b>	<b>Then after</b>
1- Design formal Logo for the project			
2- Define the formal title or the certificates, courses, diploma 1,2 are needed, so we can use it in the dissemination materials as power point presentation, newsletter, notebook, et c.			
3- Prepare and implement the material that each partner University will add in the University website. project website			
4-Prepare and implement			
5-Prepare and implement Facebook	Continue Facebook page for the project	Continue Facebook page for the project	Continue Facebook page

page for the project with regular feed of project activities	with regular feed of project activities	with regular feed of project activities	for the project with regular feed of project activities
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		15- Prepare demonstration videos and disseminate through youtube.	

		16- Publish educational booklet from the project outcomes	Distribute educational booklet from the project outcomes
	17- Arrange for Media interviews	17- Arrange for Media interviews	
	18. Conduct a summer school/ conference having training of required stakeholders	18. Conduct a summer school/ conference having training of required stakeholders	18. Conduct a summer school/ conference having training of required stakeholders
19. Involve stakeholders in various events	19. Involve stakeholders in various events	19. Involve stakeholders in various events	
20. conduct hackathons on specific topics of the project	20. conduct hackathons on specific topics of the project	20. conduct hackathons on specific topics of the project	